

1 of 7

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC = \star$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
		Buyline Comment: NEWS										
	3	TU-TH,SU	430A-459A	NEWS	:30	\$200.00	10/16-10/21	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	4	TU-F	6A-7A	NEWS	:30	\$700.00	10/16-10/19	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	5	M	6A-7A	NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	6	M	7A-9A	TODAY	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
		Buyline Comment: TODAY										
	7	TU-F	7A-9A	TODAY	:30	\$900.00	10/16-10/19	4	1	4	\$3,600.00	
		Buyline Comment: TODAY										
	8	SA	6A-7A	NES	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
		Buyline Comment: NES										
	9	SA	7A-9A	TODAY	:30	\$625.00	10/20-10/20	2	1	2	\$1,250.00	
		Buyline Comment: SAT TODAY										
	10	SU	6A-7A	NEWS	:30	\$375.00	10/21-10/21	1	1	1	\$375.00	
		Buyline Comment: NEWS										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	12	SU	8A-9A	Buyline Comment: MTP	:30	\$3,000.00	10/21-10/21	1	1	1	\$3,000.00	
	13	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	14	SU	930A-10A	Buyline Comment: CM	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	15	TU-F	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
	16	M	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	
	17	M	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
	18	TU-F	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
	19	TU-F	11A-12P	Buyline Comment: RR	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
	20	M	11A-12P	Buyline Comment: RR	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
	21	M	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) DSCC IE  
 Product DSCC IE  
 Estimate# 1407  
 Buyer MAURA GILROY  
 Phone#  
 Fax#  
 Agency ( ) GREAT AMERICAN MEDIA  
 1010 WISCONSIN AVE NW, S#800  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 49/53/1407  
 Flight Dates 10/16/2012 - 10/22/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	12P-1230P	NEWS	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
				Buyline Comment: NEWS								
	23	TU-F	1230P-1P	AGENDA	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
				Buyline Comment: AGENDA								
	24	M	1230P-1P	AGENDA	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: AGENDA								
	25	M	1P-2P	DAYS	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	
				Buyline Comment: DAYS								
	26	TU-F	1P-2P	DAYS	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
				Buyline Comment: DAYS								
	27	TU-F	2P-3P	DRS	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
				Buyline Comment: DRS								
	28	M	2P-3P	DRS	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: DRS								
	29	M	3P-4P	PHIL	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
				Buyline Comment: PHIL								
	30	TU-F	3P-4P	PHIL	:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	31	TU-F	4P-430P	NEWS	:30	\$725.00	10/16-10/19	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	32	M	4P-430P	NEWS	:30	\$725.00	10/22-10/22	1	1	1	\$725.00	
				Buyline Comment: NEWS								



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Salesperson Phone#	215-568-6540
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	F	9P-10P	GRIMM Buyline Comment: GRIMM	:30	\$2,600.00	10/19-10/19	1	1	1	\$2,600.00	
	45	SA	10P-11P	SVU Buyline Comment: SVU	:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	
	46	SU	515P-830P	SNF Buyline Comment: SNF	:30	\$10,000.00	10/21-10/21	1	1	1	\$10,000.00	
	47	SU	830P-930P	NEWS AFT NFL Buyline Comment: NEWS AFT NFL	:30	\$1,800.00	10/21-10/21	1	1	1	\$1,800.00	
	48	M	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/22-10/22	1	1	1	\$1,200.00	
	49	TU-F	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/16-10/19	4	1	4	\$4,800.00	
	50	SA	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	10/20-10/20	1	1	1	\$1,100.00	
	51	SU	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	10/21-10/21	1	1	1	\$1,100.00	
	52	M	1135P-125A	NEWS Buyline Comment: NEWS	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	53	TU-F	1135P-125A	NEWS Buyline Comment: NEWS	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
	54	TU-F	1235A-135A	FALLON Buyline Comment: FALLON	:30	\$250.00	10/16-10/19	4	1	4	\$1,000.00	

Station KSNV-TV LAS VEGAS, NV. Agency ( ) GREAT AMERICAN MEDIA Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) DSCC IE 1010 WISCONSIN AVE NW, S#800 Sales Office ( ) AMY MCCREARY  
 Product DSCC IE WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# 1407 Agency C/P1/P2/E 49/53/1407 Salesperson Phone# 215-568-6540  
 Buyer MAURA GILROY Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	M	1235A-135A	FALLON	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	56	TU-TH	135A-205A	CARSON	:30	\$175.00	10/16-10/18	3	1	3	\$525.00	
	Buyline Comment: CARSON											
	57	M	135A-205A	CARSON	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
	Buyline Comment: CARSON											
	58	SA	1130P-1A	SNL	:30	\$1,400.00	10/20-10/20	1	1	1	\$1,400.00	
	Buyline Comment: SNL											
	59	SU	1135P-1205A	SPORTS NIGHT	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---  
 Report Totals: 128 / \$101,875.00

---SALES MONTHLY TOTALS---  
 Oct 12: 128 / \$101,875.00  
 Sales Totals: 128 / \$101,875.00  
 Station Totals: 128 / \$101,875.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$363,839	CATV 0%	KBLR 0%	KINC 0%	KLAS 29%	KSNV 28%
		KTNV 18%	KTUD 1%	KVCW 2%	KVMY 5%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	( ) DSCC IE	1010 WISCONSIN AVE NW, S#800		Sales Office	( ) PHILADELPHIA
Product	DSCC IE	WASHINGTON, DC 20007		Salesperson	( ) AMY MCCREARY
Estimate#	1407	Agency C/P1/P2/E	49/53/1407	Salesperson Phone#	215-568-6540
Buyer	MAURA GILROY	Flight Dates	10/16/2012 - 10/22/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE